

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, JANUARY 9, 2025 @ 8:30 AM

BIDWELL FORUM – 140 S. GLENDORA AVE., GLENDORA, CA 91741



CHAIR

Matthew Klingler

VICE-CHAIR

Matthew Davis

COMMISSIONERS

Cathy Jarvis

Veronica Salazar

Dalel Snider

MEETING SCHEDULE

The regular meetings shall be held on the first Thursday of each month at 8:30 a.m. at the Bidwell Forum (140 S. Glendora Ave., Glendora, CA 91741)

BROWN ACT

Agendas are drafted to accurately state what the legislative body is being asked to consider. The legislative body can take action on "all items" listed on the agenda and be in compliance with the open meeting laws.

Pursuant to provisions of the Brown Act, no action may be taken on a matter unless it is listed on the agenda, or unless certain emergency or special circumstances exist. The governing body may direct staff to investigate and/or schedule certain matters for consideration at a future meeting.

COMMUNICATION AND ELECTRONIC DEVICES

To minimize distractions, please be sure all personal communication and electronic devices are turned off or on silent mode.

Meeting will be presented in-person and on ZOOM. Join Zoom Meeting at:

<https://us02web.zoom.us/j/82913139925?pwd=SlQXjtFWGuW0CcZiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925
Passcode: 005561

Phone: (669) 900-6833

**GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)
ADVISORY BOARD**

AGENDA

THURSDAY, JANUARY 9, 2025 @ 8:30 AM
BIDWELL FORUM – 140 S. GLENDORA AVE., GLENDORA, CA 91741

8:30 AM MEETING

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

REORDERING OF AND ADDITIONS TO THE AGENDA

PUBLIC COMMENT

Three (3) Minute speaking time limit, speaking once, unless upon motion, such time is extended by the Governing Board. Any person may request to address a legislative body during a public meeting by submitting to the meeting administrator a Speakers Request form and stating the topic to be addressed. Public comment can also be delivered via email at bidpubliccomment@glendora-chamber.org with the subject "Public Comment"

Speakers are limited to three (3) minutes, speaking once, on both on- and off- agenda items, unless, upon motion, such time is extended by the legislative body. Such statements shall only be allowed during the Public Comment portion of the agenda. If there are any public hearings scheduled, individuals will be given an additional opportunity to comment under said items. Speakers are not permitted to yield their time to another speaker. Public comment is limited to 30 minutes at each meeting, with the ability to extend if the legislative body chooses by majority vote.

BOARD STATEMENTS/REPORTS

DIRECTOR/STAFF LIAISON STATEMENTS

SPECIAL ITEMS

1. City Update – Alycia Suniga, Management Analyst / Shantelle Coria, Management Aide
2. Event and Communications Coordinator Update – M. Kaye Events, Megan Kaye, Owner
3. Social Media Update – Mic Mac Agency, Louise Brewer, President

CONSENT CALENDAR

Items on the Consent Calendar will be enacted by one motion without individual discussion. There will be no separate discussion of these items unless a member of the governing body requests specific item(s) be removed from the Consent Calendar for separate action. Items removed from the Consent Calendar will be considered after the regular items. Anyone wishing to address a Consent Calendar item should do so during the Public Comment Period.

4. Affirm minutes from December 5, 2024, Regular Meeting
RECOMMENDATION: 1. Affirm the minutes as presented.
5. Affirm cancelation of Regular Meeting scheduled for January 2, 2025,
RECOMMENDATION: 1. Affirm the cancelation as presented.

NEW BUSINESS

6. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2023-2024, through December 2024.
RECOMMENDATION: 1. Receive and file the report.
7. 2025-2026 BID Budget Workshop
RECOMMENDATION: 1. Review and discuss the 2025-2026 BID budget, budget changes, events, etc.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS AGENDA

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the Glendora City Hall bulletin board at the three established posting locations and on the Glendora Business Improvement District's website at www.glendoravillage.com/ not less than 72 hours prior to the meeting in accordance with Government Code Section 54954.2.

Dated: December 5, 2025

Joe Cina
BID Manager & President/CEO
Glendora Chamber of Commerce



CALL TO ORDER

The Business Improvement District (BID) Advisory Board meeting was called to order at 8:30 AM.

ROLL CALL

Members Present: Chair Matthew Klingler, Vice-Chair Matthew Davis, & Board Members Cathy Jarvis, Dalel Snider, and Veronica Salazar

Members Absent:

Staff Present: Management Analyst Alycia Suniga, Management Aide Shantelle Coria, and City Clerk Specialist Lorena Cordova., and BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Vice Chair Davis.

PUBLIC COMMENT

- No comments received.

BOARD STATEMENTS/REPORTS

- Board members Snider and Salazar commented on the Stroll that went well, PD enforced the rules for outside vendors that were there. Salazar also mentioned the Stroll hours should possibly be changed in the future to shorten the event to 5-8 PM and to limit access somehow.

DIRECTOR/STAFF LIAISON STATEMENTS

- Cina announced the Chambers Holiday Shop Local Contest will go through December 15 and the Glendora Christmas Parade is Saturday the 14th at 9AM.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Analyst Alycia Suniga:
 - a. Suniga announced it is time for the BID to review and approve their 2025/2026 budget. Discussion should be at the January meeting, review and approval will be at the February meeting, then it goes to City Council. After that is complete the Assessment review and public hearings will occur.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. Had brief comments on the Stroll and gave an update on Small Business Saturday activities and including the entries received for the baskets that were promoted that day for people shopping the village. Newsletter will go out this week.
3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. Not present

CONSENT CALENDAR

4. Affirm minutes from October 3, 2024, Regular Meeting
5. Affirm cancellation of the November 7, 2024, Regular Meeting

(M/S/A) A motion was made by Vice-Chair Davis, seconded by Board Member Snider, to approve Consent Calendar Item # 4 & 5 as presented. All present approved of the motion.

MEMBER AGENDA ITEMS

6. Santa In the Village Reinstatement - Cina reported since the cancellation of Santa in the Village, there was several inquires from BID members and the community on why it was canceled and that we need to bring it back since it is a loved annual event. After some discussion there was a vote to reinstate it the event without the carriages since they are no longer available.

(M/S/A) A motion was made by Vice-Chair Davis, seconded by Board Member Snider, to reinstate the event for December 7, 14, and 21. All present approved of the motion.

NEW BUSINESS

7. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2023-2024 Year-to-Date

RECOMMENDATION: 1. Receive and file the report.

(M/S/A) A motion was made by Board Member Jarvis, seconded by Board Member Snider, to approve and reallocate previously budgeted items.

8. Holiday Stroll Recap and Survey Results – Cina reported on the survey that was conducted after the Stroll. Overall, the responses were positive but suggestions were given to include but not limited to more food options and increase activities for kids. After discussion about outside vendors, Cina mentioned the BID should have a policy regarding this that can be used for all events. Vice-Chair Davis said he would start a draft of one.

RECOMMENDATION: 1. Receive and file the report.

(M/S/A) A motion was made by Board Member Snider, seconded by Board Member Salazar, to receive and file.

9. 2025 Event Dates: Wine Walk, Chalk Walk, & Friday Night Twilights –

RECOMMENDATION: 1. Accept the report presented and to proceed.

(M/S/A) A motion was made by Board Member Snider, seconded by Vice-Chair Davis Board Member Jarvis abstained, to receive and file.

OLD BUSINESS

10. BID Bylaws Final Draft Review- RECOMMENDATION: 1. Review and recommend for City Council Approval.

Conducted a brief overview of the changes and recommended we send the updated bylaws to City Council.

(M/S/A) A motion was made by Board Member Snider, seconded by Vice-Chair Davis, to approve the bylaws and send them to City Council for approval.

**BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS
AGENDA**

- Board Member Snider asked to have a discussion on Beautification to the February Meeting.

ADJOURNMENT

No further business. Meeting was adjourned at 9:47 AM.

Joe Cina
BID Manager & President/CEO
Glendora Chamber of Commerce



NOTICE OF CANCELLATION

Business Improvement District Board Meeting

NOTICE IS HEREBY GIVEN that the regularly scheduled Business Improvement District board meeting that was scheduled to be held at 8:30 AM on Thursday, January 2, 2025, at the Bidwell Forum, was **hereby cancelled and moved to a special meeting January 9, 2025, at 8:30 AM.**

Joe Cina

BID Manager & President/CEO of the Glendora Chamber of Commerce

Date: December 18, 2024

Glendora Business Improvement District

Summary of Financial Activity
FY 2025 07/01/24 - 12/31/2024

Cash On Hand	\$177,155.98
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ACCOUNTS	FY 25 YTD	FY 25 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
CHALK WALK R	\$0.00	\$5,000.00	\$5,000.00
HALLOWEEN WALK R	\$0.00	\$2,000.00	\$2,000.00
WINE WALK R	\$0.00	\$50,000.00	\$50,000.00
INTEREST/MISCELLANEOUS INCOME	\$0.00	\$800.00	\$800.00
ASSESSMENTS	\$21,763.17	\$45,700.00	\$23,936.83
REVENUE Total	\$21,763.17	\$103,500.00	\$81,736.83
EXPENDITURE			
MARKETING/PROMOTIONS (NEWS/SM/WEB/STREET BANNERS)	\$5,137.51	\$24,500.00	\$19,362.49
FRIDAY NIGHT TWILIGHT	\$3,700.00	\$15,000.00	\$11,300.00
HALLOWEEN WALK	\$4,518.50	\$6,500.00	\$1,981.50
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$9,832.09	\$20,000.00	\$10,167.91
CHALK WALK	\$0.00	\$8,000.00	\$8,000.00
SMALL BUSINESS SATURDAY	\$748.40	\$4,000.00	\$3,251.60
WINE WALK	\$0.00	\$27,000.00	\$27,000.00
NEW EVENT/SERVICE	\$0.00	\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR	\$3,950.00	\$17,000.00	\$13,050.00
OTHER EXPENDITURE			\$0.00
MISC: SEASONAL BANNERS/MUSIC/STORAGE/OTHER	\$6,127.72	\$10,250.00	\$4,122.28
LANDSCAPING	\$0.00	\$10,000.00	\$10,000.00
EXPENDITURE Total	\$34,014.22	\$152,250.00	\$118,235.78
Net Revenue	(\$12,251.05)	(\$48,750.00)	\$199,972.61

BID Budget Timeline/Deadlines
FY2025-26 & FY2026-27

January	
January 2, 2025	Potentially review and discuss budget/budget changes
February	
February 6, 2025	BID Board reviews & approves the two-year budget
March	
March 6, 2025	BID Board Approves the Annual Report
March 24, 2025	City Council adopts Resolution of Intent to Levy Assessments
April	
April 3, 2025	Resolution and Annual Report is mailed to affected businesses
May	
May 12, 2025	City Council holds a Public Meeting
May 27, 2025	City Council holds Public Hearing and Protest Votes are tabulated